

06/29/01

J1036 U.S. PTO

Attorney Docket No.	367.40294X00
First Inventor	Juha SALO
Title	See 1 in Addendum
Express Mail Label No.	

(Only for new nonprovisional applications under 37 CFR 1.53(b))

ADDRESS TO: Assistant Commissioner for Patents
Box Patent Application
Washington, DC 20231

See MPEP chapter 600 concerning utility patent application contents.

1. ☒ Fee Transmittal Form (e.g., PTO/SB/17)
(Submit on original and a duplicate for fee processing)
2. ☐ Applicant claims small entity status.
See 37 CFR 1.27.
3. ☒ Specification [Total Pages]
(preferred arrangement set forth below)
- Descriptive title of the invention
 - Cross Reference to Related Applications
 - Statement Regarding Fed sponsored R & D
 - Reference to figure listing, a table,
or a computer program listing appendix
 - Background of the Invention
 - Brief Summary of the Invention
 - Brief Description of the Drawings *(if filed)*
 - Detailed Description
 - Claim(s)
 - Abstract of the Disclosure
4. ☒ Drawing(s) (35 U.S.C. 113) [Total Sheets]
5. Oath or Declaration [Total Pages]
- a. ☐ Newly executed (original or copy)
- b. ☐ Copy from a prior application (37 CFR 1.63 (d))
(for continuation/divisional with Box 18 completed)
- i. ☐ **DELETION OF INVENTOR(S)**
Signed statement attached deleting inventor(s)
named in the prior application, see 37 CFR
1.63(d)(2) and 1.33(b)
6. ☐ Application Data Sheet. See 37 CFR 1.76

7. ☐ CD-ROM or CD-R in duplicate, large table or Computer Program (Appendix)
8. Nucleotide and/or Amino Acid Sequence Submission (if applicable, all necessary)
- a. ☐ Computer Readable Form (CRF)
- b. Specification Sequence Listing on:
- i. ☐ CD-ROM or CD-R (2 copies); or
- ii. ☐ paper
- c. ☐ Statements verifying identity of above copies

ACCOMPANYING APPLICATION PARTS

9. ☐ Assignment Papers (cover sheet & document(s))
10. ☐ 37 CFR 3.73(b) Statement ☐ Power of Attorney
(when there is an assignee)
11. ☐ English Translation Document (if applicable)
12. ☒ Information Disclosure Statement (IDS)/PTO-1449 ☒ Copies of IDS Citations
13. ☒ Preliminary Amendment
14. ☒ Return Receipt Postcard (MPEP 503)
(Should be specifically itemized)
15. ☒ Certified Copy of Priority Document(s)
(if foreign priority is claimed)
16. ☐ Request and Certification under 35 U.S.C. 122
(b)(2)(B)(i). Applicant must attach form PTO/SB/35
or its equivalent
17. ☒ Other: **FIGS. 1-3, 4a-4c, 5-6, ...
Credit Card Payment Form ...**

18. If a CONTINUING APPLICATION, check appropriate box, and supply the requisite information below and in a preliminary amendment, or in an Application Data Sheet under 37 CFR 1.76:


☐ Continuation ☐ Divisional ☐ Continuation-in-part (CIP) of prior application No. _____
 Prior application information Examiner Group Art Unit

For CONTINUATION OR DIVISIONAL APPS only: The entire disclosure of the prior application, from which an oath or declaration is supplied under Box 5b, is considered a part of the disclosure of the accompanying continuation or divisional application and is hereby incorporated by reference. The incorporation can only be relied upon when a portion has been inadvertently omitted from the submitted application parts.

19. CORRESPONDENCE ADDRESS

☒ Customer Number or Bar Code Label  or ☐ Correspondence address below

Name					
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City		State		Zip Code	
Country		Telephone		Fax	

Name (Print/Type)	Robert Bauer	Registration No. (Attorney/Agent)	34,487
Signature		Date	June 28, 2001

Burden Hour Statement: This form is estimated to take 0.2 hours to complete. Time will vary depending upon the needs of the individual case. Any comments or the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Box Patent Application, Washington, DC 20231.

Addendum

1. IMPROVEMENTS IN AND RELATING TO DATA DELIVERY OVER A CELLULAR RADIO NETWORK

00003590.062901

FEE TRANSMITTAL for FY 2000

Patent fees are subject to annual revision.
Small entity payments must be supported by a small entity statement,
otherwise large entity fees must be paid. See Forms PTO/SB/09-12.
See 37 C.F.R. §§ 1.27 and 1.28.

TOTAL AMOUNT OF PAYMENT (\$1,328.00)

Complete if Known

Application Number
Filing Date June 28, 2001
First Named Inventor Juha SALO
Examiner Name
Group / Art Unit
Attorney Docket No. 367.40294X00

METHOD OF PAYMENT (check one)

1. ☐ The Commissioner is hereby authorized to charge indicated fees and credit any overpayments to:
Deposit Account Number 01-2135
Deposit Account Name Antonelli, Terry, Stout & Kraus, LLP
☒ Charge Any Additional Fee Required Under 37 CFR §§ 1.16 and 1.17

2. ☒ Payment Enclosed:
☐ Check ☐ Money Order ☒ Other

FEE CALCULATION

1. BASIC FILING FEE

Large Entity Fee Code (\$)	Small Entity Fee Code (\$)	Fee Description	Fee Paid
101 690	201 345	Utility filing fee	710.00
106 310	206 155	Design filing fee	
107 480	207 240	Plant filing fee	
108 690	208 345	Reissue filing fee	
114 150	214 75	Provisional filing fee	
SUBTOTAL (1)			(\$ 710.00)

2. EXTRA CLAIM FEES

Total Claims	Extra Claims	Fee from below	Fee Paid
41	21	18	378
Independent Claims	6	3	80
Multiple Dependent			0

**or number previously paid, if greater; For Reissues, see below

Large Entity Fee Code (\$)	Small Entity Fee Code (\$)	Fee Description
103 18	203 9	Claims in excess of 20
102 78	202 39	Independent claims in excess of 3
104 260	204 130	Multiple dependent claim, if not paid
109 78	209 39	** Reissue independent claims over original patent
110 18	210 9	** Reissue claims in excess of 20 and over original patent

SUBTOTAL (2) (\$ 618.00)

FEE CALCULATION (continued)

3. ADDITIONAL FEES

Large Entity Fee Code (\$)	Small Entity Fee Code (\$)	Fee Description	Fee Paid
105 130	205 65	Surcharge - late filing fee or oath	0.00
127 50	227 25	Surcharge - late provisional filing fee or cover sheet	0.00
139 130	139 130	Non-English specification	0.00
147 2,520	147 2,520	For filing a request for reexamination	0.00
112 920*	112 920*	Requesting publication of SIR prior to Examiner action	0.00
113 1,840*	113 1,840*	Requesting publication of SIR after Examiner action	0.00
115 110	215 55	Extension for reply within first month	0.00
116 380	216 190	Extension for reply within second month	0.00
117 870	217 435	Extension for reply within third month	0.00
118 1,360	218 680	Extension for reply within fourth month	0.00
126 1,850	226 925	Extension for reply within fifth month	0.00
119 300	219 150	Notice of Appeal	0.00
120 300	220 150	Filing a brief in support of an appeal	0.00
121 290	221 130	Request for oral hearing	0.00
138 1,510	138 1,510	Petition to institute a public use proceeding	0.00
140 110	240 55	Petition to revive - unavoltable	0.00
141 1,210	241 605	Petition to revive - unintentional	0.00
142 1,210	242 605	Utility issue fee (or reissue)	0.00
143 430	243 215	Design issue fee	0.00
144 580	244 290	Plant issue fee	0.00
122 130	122 130	Petitions to the Commissioner	0.00
123 50	123 50	Petitions related to provisional applications	0.00
126 240	126 240	Submission of Information Disclosure Stmt	0.00
581 40	581 40	Recording each patent assignment per property (times number of properties)	0.00
146 690	246 345	Filing a submission after final rejection (37 CFR § 1.129(a))	0.00
149 690	246 345	For each additional invention to be examined (37 CFR § 1.129(b))	0.00
Other fee (specify)			0.00
Other fee (specify)			0.00
SUBTOTAL (3)			(\$ 0.00)

* Reduced by Basic Filing Fee Paid

SUBMITTED BY

Name (Print/Type) Robert M. Bauer

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Registration No. (Attorney/Agent)

34,487

Complete (if applicable)

Telephone 703-312-6600

Date 06-28-01

WARNING:

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Applicants:	J. SALO, et al
Serial No.:	Not yet assigned
Filed:	June 28, 2001
For:	IMPROVEMENTS IN OVER A CELLULAR
Group:	Not yet assigned
Examiner:	Not yet assigned

For: IMPROVEMENTS IN AND RELATING TO DATA DELIVERY
OVER A CELLULAR RADIO NETWORK

Group: Not yet assigned

Examiner: Not yet assigned

Assistant Commissioner for Patents
Washington, D.C. 20231

June 28, 2001

Sir:

Prior to examination, please amend the above-identified application as follows.

IN THE CLAIMS

Please amend the claims as follows:

3. (Amended) A system as claimed in claim 1, wherein the network controller is operable to modify the topology to reduce the number of cells in an area to which the same content is being delivered.

4. (Amended) A system as claimed in claim 1, wherein the network controller is operable to modify the topology to

5. (Amended) A system as claimed in claim 1, including a further transmitter delivering content to an area overlying at least the network topology determined by the controller.

7. (Amended) A system as claimed in claim 1, wherein at least two transmitters comprise said plurality of transmitters.

8. (Amended) A system as claimed in claim 1, wherein said transmitter characteristics are varied in respect of one or more of the following, namely frequency, antenna directivity or transmission power.

11. (Amended) A method as claimed in claim 9, wherein the transmitter characteristics are varied such that the cellular density of the topology is increased in an area where substantially different content is being delivered to terminals.

12. (Amended) A computer program comprising executable code for execution when loaded on a computer, wherein the computer is operable in accordance with said code to carry out the method according to claim 9.

19. (Amended) A computer program comprising executable code for execution when loaded on a computer, wherein the computer is operable in accordance with said code to carry out the method according to claim 17.

Please add new claims 21-41 as follows:

-- 21. A system as claimed in claim 2, wherein the network controller is operable to modify the topology to reduce the number of cells in an area to which the same content is being delivered.

22. A system as claimed in claim 2, wherein the network controller is operable to modify the topology to increase the number of cells in an area to which different content is being delivered.

23. A system as claimed in claim 3, wherein the network controller is operable to modify the topology to increase the number of cells in an area to which different content is being delivered.

24. A system as claimed in claim 2, including a further transmitter delivering content to an area overlying at least the network topology determined by the controller.

25. A system as claimed in claim 3, including a further transmitter delivering content to an area overlying at least the network topology determined by the controller.

26. A system as claimed in claim 4, including a further transmitter delivering content to an area overlying at least the network topology determined by the controller.

27. A system as claimed in claim 2, wherein at least two transmitters comprise said plurality of transmitters.

28. A system as claimed in claim 3, wherein at least two transmitters comprise said plurality of transmitters.

29. A system as claimed in claim 4, wherein at least two transmitters comprise said plurality of transmitters.

30. A system as claimed in claim 5, wherein at least two transmitters comprise said plurality of transmitters.

31. A system as claimed in claim 6, wherein at least two transmitters comprise said plurality of transmitters.

32. A system as claimed in claim 2, wherein said transmitter characteristics are varied in respect of one or

density of the topology is increased in an area where substantially different content is being delivered to terminals.

38. A method as claimed in claim 10, wherein the transmitter characteristics are varied such that the cellular density of the topology is increased in an area where substantially different content is being delivered to terminals.

39. A computer program comprising executable code for execution when loaded on a computer, wherein the computer is operable in accordance with said code to carry out the method according to claim 10.

40. A computer program comprising executable code for execution when loaded on a computer, wherein the computer is operable in accordance with said code to carry out the method according to claim 11.

41. A computer program comprising executable code for execution when loaded on a computer, wherein the computer is operable in accordance with said code to carry out the method according to claim 18.--

operable in accordance with said code to carry out the method according to claim 11.

41. A computer program comprising executable code for execution when loaded on a computer, wherein the computer is operable in accordance with said code to carry out the method according to claim 18.--

REMARKS


Attached hereto is a marked-up copy version of the changes made to the claims by the current Amendment. The attached page is captioned "Version with markings to show changes made".

Entry of the above amendments prior to examination is respectfully requested.

Please charge any shortage in fees due in connection with the filing of this paper, or credit any overpayment of fees, to the deposit account of Antonelli, Terry, Stout & Kraus, LLP, Deposit Account No. 01-2135 (367.40294X00).

Respectfully submitted,

ANTONELLI, TERRY, STOUT & KRAUS, LLP


Robert M. Bauer
Registration No. 34,487

RMB/jdc
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7 claim 1 wherein said transmitter characteristics are varied in respect of one or more of the following, namely frequency, antenna directivity or transmission power.

11. (Amended) A method as claimed in claim 9 ~~or claim 10~~, wherein the transmitter characteristics are varied such that the cellular density of the topology is increased in an area where substantially different content is being delivered to terminals.

12. (Amended) A computer program comprising executable code for execution when loaded on a computer, wherein the computer is operable in accordance with said code to carry out the method according to ~~any one of claims 9 to 11~~ claim 9.

19. (Amended) A computer program comprising executable code for execution when loaded on a computer, wherein the computer is operable in accordance with said code to carry out the method according to claim 17 ~~any one of claims 17 to 18~~.

Improvements in and relating to data delivery over a cellular radio network

5 Background of the invention

The present invention relates to content delivery over a cellular radio network, particularly although not exclusively a broadband digital broadcast network.

- 10 In a cellular radio network, each cell may be capable of transmitting content on a particular frequency chosen to meet the frequency re-use requirements of the network. The spectral efficiency of such a network is reduced if the network is capable of delivering content, as in the case of a broadband digital broadcast network, as a broadcast to every cell in the network or as a
- 15 multicast to a subset of cells in the network. Such a situation arises in the case of the well-known terrestrial Digital Video Broadcasting (DVB-T) system found in Europe.

- Figure 1, illustrates a prior art broadband digital broadcast network which
- 20 lacks spectral efficiency as the same content is being delivered using different frequencies in different cells. Thus, in the Figure, the network 1 is made up of a plurality of cells A to K utilising seven frequencies f1 to f7 and content is being multicast to terminals in cells A, B and C on three respective frequencies namely f1, f2 and f3.

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Summary of the Invention

- Thus, according to a first aspect of the present invention, there is provided a broadcast system for delivering content to a terminal, including a plurality of
- 30 transmitters, the transmission characteristics of which define a network topology and a network controller responsive to distribution of demand for

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specific content to determine an appropriate network topology by varying the transmission characteristics of at least one of the transmitters.

Consequently, there is a resulting improvement in the spectral efficiency of the network. In particular, it is possible to utilise more effectively the available bandwidth in areas served by both local and overlying regional cells. Advantageously, the topology of the network may be configured to meet a predetermined demand for a service. Such a demand could arise where an advertisement is intended to be pushed by a third party such as a content provider. Alternatively, the predetermined demand could arise from service covering a "live event" such as a sporting fixture at a stadium, for example.

Where the service is on a "pay-for-view" basis, an appropriate conditional access scheme could be utilised to prevent unauthorised access to the content which is not, of course, restricted to visual data. A description of an application of conditional access to the delivery of content over a broadband digital broadcast network can be found in the European Telecommunication Standards Institute (ETSI) Publication entitled – Digital Video Broadcasting (DVB) - Guidelines on implementation and usage of service information (SI) – ETR – 211. This publication contains further references to other publications useful in understanding Conditional Access.

Preferably, the system will signal changes in the cell size due to the change in network topology to terminals receiving the content. Such signalling could be delivered with the content or provided on a separate bearer such as via a cellular mobile handset either integrated with the terminal or linked thereto. Thus, each terminal will have access to service information which will permit the terminal to follow a broadcast as its parameters change in response to a reconfiguration of the topology. Conveniently, the controller will configure the topology by altering transmitter characteristics, including, but not limited to the following operational characteristics, namely transmission power, direction, frequency and time slots. Consequently, the relative size of a cell delivering

content may be varied to meet the demand for common, that is the same content and also different content in areas covered by the system. As an alternative to a network controller led change in network topology, such a change could be initiated by a request from a terminal. An example of a terminal led change might arise where the terminal was being used to co-ordinate an emergency situation and further network resources were need in the incident area to assist in dealing with the emergency situation. In a further alternative to a network controller led change in topology, a service provider outside of the network might firstly seek confirmation that the terminals could receive content following a potential network reconfiguration. Subsequently, when sufficient terminals have responded in the affirmative, the service provider would authorise reconfiguration.

According to a further aspect of the invention, there is provided a method of delivering content to terminals over a network whose topology is defined by the transmission characteristics of a plurality of transmitters, comprising analysing the content to be delivered together with its destination and varying the transmitter transmission characteristics accordingly.

Preferably, the number of cells defined by the transmitters is reduced in an area in which substantially the same content is being delivered to terminals. Similarly, the number of cells defined by the transmitters is increased in an area in which different content is being delivered to terminals.

According to a still further aspect of the invention, there is provided a broadcast system having a plurality of transmitters for delivering content to terminals in respective locations each transmitter operating in accordance with a set of operational characteristics comprising:
means for determining a distribution of terminals for delivery of common content; and
means for varying the operational characteristics of a transmitter responsive to the determined distribution of terminals.

According to a yet further aspect of the invention, there is provided a method using a plurality of transmitters for delivering content to terminals in respective locations comprising determining a distribution of terminals receiving common content and varying a set of operational characteristics of a transmitter responsive to the distribution of terminals.

According to a yet further aspect of the invention, there is provided a terminal for receiving content from a broadcast network having a plurality of transmitters for delivering content to terminals in respective locations each transmitter operating in accordance with a variable set of operational characteristics, the terminal comprising means operable to receive a signal indicative of the operational characteristics of a transmitter whereby the receiving means is operable to receive content delivered in accordance with the signal.

According to yet another aspect of the invention there is provided a method of receiving content from a broadcast network having a plurality of transmitters each transmitter operating in accordance with a variable set of operational characteristics, the method comprising receiving a signal indicative of operational characteristics of a transmitter delivery said content and changing reception characteristics in accordance therewith.

Brief Description of the Drawings

In order to aid in understanding the present invention, a particular embodiment thereof will now be described by way of example and with reference to the accompanying drawings, in which:

Figure 1 is a diagram illustrating a typical prior art cellular network structure; Figure 2 is a diagram illustrating a broadband digital broadcast network according to the invention;

Figure 3 is a diagram illustrating a topology of the network of Figure 2;
 Figures 4a, 4b and 4c are each a graphical representation of a particular
 content delivery scenario in the network of Figure 2;

Figure 5 is a diagram illustrating a further topology of the network of Figure 2;
 and

Figure 6 is a diagram illustrating a still further topology of the network of
 Figure 2.

Detailed description of the invention

Referring to Figure 2, this shows an example of a terrestrial broadband digital
 broadcast network namely a digital video broadcast (DVB-T) network 1. A
 user equipped with a suitable terminal 3 incorporating a receiver 5, display 7
 and user interface 9, can receive data broadcast by the network 1 from a
 transmitter 11 forming part of the network 1. The data broadcast by the
 transmitter 11 is derived from a variety of sources 13,15 via gateways 17,19
 and may respectively include IP and Television content.

Before transmission, the data received from each source 13,15 is processed
 in head-end equipment 21. As is well known in the art, the head end
 equipment places the data into MPEG-based data containers. To cater for
 the delivery of data to a particular terminal 3 or group of terminals, the
 containers may also hold address information which can be identified and
 read by a conditional access component in the terminal 3 to determine
 whether the data is intended for that terminal. The network 1 also provides
 the facility for suitably equipped terminals to interact with the network. By
 suitably equipped terminal 3 is meant a terminal having a return channel for
 providing network interactivity as exemplified in the case of DVB by a number
 of specifications published by the Digital Video Broadcasting Office and also
 the European Telecommunications Standards Institute (ETSI) including the
 following: DVB-NIP Network Independent Protocols for DVB Interactive

- Services ETS 300 802 (V1: 11/97), Guidelines for the use of the Network Independent Protocols for DVB Interactive Services TR 101 194 (V1.1.1: 06/97), DVB-RCP, DVB interaction channel through the Public Switched Telecommunications System (PSTN) / Integrated Services Digital Network
- 5 (ISDN) ETS 300 801 (V1: 08/97), DVB-RCG, Interaction channel through the Global System for Mobile communications (GSM) EN 301 195 (V1.1.1 : 02/99).
- 10 Thus, a user may request the delivery of a computer file from the network to her terminal. Such interactive functionality requires a return channel 23 from the terminal 3 to the DVB-T network 1 and a conditional access component in the terminal 3. The return channel 23 can be provided in the form of a dial-up connection using a modem 25 connected to the terminal 3 which establishes
- 15 a connection over a telecommunications network 27 to a subscriber management system (SMS) 29 of the DVB-T network 1. The subscriber management system 29 has connections to both the gateways 17,19 and the transmitter head-end equipment 21. It is thus possible for the user to issue requests for specific content via the user interface 9 of the terminal 3. The
- 20 request is received by the SMS 29 which obtains the content from the relevant gateway 17,19 and passes it to the head-end 21 for placing into data containers for onward transmission. It should be noted that the request from the user might include content which is not presently being transmitted by the network 1. To ensure that the user only receives the requested content, the
- 25 data is broadcast with an identifier which the conditional access component in the terminal 3 recognises as being intended for delivery to the user. In the event that the content is received by another terminal, the conditional access component of that terminal will prevent delivery of the content.
- 30 The network further includes a router 31 which ensures that content is delivered to the head end 21 of the correct transmitter 11 or transmitters in accordance with instructions received from a controller 33. The controller 33

configuration in which distinct frequencies are allocated to each area for delivery of content to the terminals. Thus, the network configuration or topology adopted will in fact be illustrated by Figure 3.

- 5 Figure 4b illustrates a scenario in which a large number of requests for delivery of common content are present in areas A, B and C. In addition, a smaller number of delivery requests for common content are present in area H and area I. It should also be noted that no requests are present for unique content in area A and the number of such requests in areas B and C are significantly outnumbered by the requests for common content. The controller 33 having been provided with the information illustrated in the Figure, recognises that the spectral efficiency may be improved in the areas A B and C by reconfiguring the transmitter in area A to deliver the common content to those three areas on a single frequency f1 the extent of coverage being shown by the large hexagon 35 in Figure 5. Area A is selected by the controller 33 to be the best choice for reconfiguring in this instance because no unique content is required for delivery to terminals in that area. At the same time, the controller 33 instructs the router 29 to deliver the unique content to terminals in area B and area C using a dedicated frequency in each case, namely f2 and f3 respectively. The controller 33 also recognises the presence of requests for common content delivery in areas G and I as has already been mentioned. In this case, the controller deems, in accordance with a pre-determined threshold that the relatively low number of requests for common content in these areas together with the absence of any geographical proximity renders further reconfiguration of the network unnecessary

- Figure 4c, illustrates a scenario where all the delivery requests in the network 1 are for common content. In these circumstances the controller 33 having been provided with the information illustrated in the Figure 4c, recognises that the spectral efficiency may be improved by configuring the network as a single frequency network (SFN) as shown in Figure 6. Thus, the transmitters 11 in

transmissions carrying the desired content. Information relating to service changes is generated by the controller 33 and is carried in-band with the content for delivery to a terminal 3 effected by the change. In the case of a DVB network 1 for example, the service change information could be implemented under the Service Delivery/Service Announcement Protocols (SDP/SAP) of the Internet Protocol (IP) suite. These protocols are then used to announce, cancel and re-assign parameters of service including start and end times, IP address, frequency and the like. Although such messages would usually be processed by the processor without user intervention at the User Interface (UI) level an example of some such messages in human readable form could include "the file download continues in n seconds on frequency f" where n and f are defined. The terminal would then respond by changing to the new frequency to continue with the download. Another message might be "this service has now terminated on this frequency, please consult the service descriptors to find out its new location" in which case the terminal would check a previously downloaded set of service information (SI) data to find the service location or consult a service information channel provided over the network. In all the above cases, the messaging will be unidirectional in the sense that no acknowledgement is needed of receipt.

It will be appreciated by those skilled in the art that, the physical separation of the transmitters on the same frequency (but with different content) needs to be sufficient to ensure that a sufficient carrier to interference ratio (C/I) is maintained. As a rough approximation, the C/I can be calculated from the cellular topology of Figure 3 in which the cell size is uniform. Thus, on the assumption that cells A and I are transmitting at the same level and on the same frequency (but with different content) and assuming the distance from A to the edge of its cell is d , then the distance from I to the edge of cell A is $3*d$. Assuming, also, a roughly approximate propagation loss factor of 35 dB per decade (10 times) distance, this leads to a C/I value of about 17 dB. This is sufficient to receive up to 17 Mbps data through the DVB system, for example. If higher rates are needed, then either a larger physical separation is needed

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What is claimed is:

1. A broadcast system for delivering content to a terminal, including a plurality of transmitters, the transmission characteristics of which define a network topology and a network controller responsive to distribution of demand for specific content to determine an appropriate network topology by varying the transmission characteristics of at least one of the transmitters.
2. A system as claimed in Claim 1, including signalling means providing information relating to the network topology for delivery to a terminal.
3. A system as claimed in any one of Claims 1 to 3, wherein the network controller is operable to modify the topology to reduce the number of cells in an area to which the same content is being delivered.
4. A system as claimed in any one of Claims 1 to 4, wherein the network controller is operable to modify the topology to increase the number of cells in an area to which different content is being delivered.
5. A system as claimed in any one of Claims 1 to 4, including a further transmitter delivering content to an area overlying at least the network topology determined by the controller.
6. A system as claimed in Claim 5, wherein the network controller is operable modify the topology to deliver, in at least one cell, the content being delivered by the further transmitter.
7. A system as claimed in any one of Claims 1 to 6, wherein at least two transmitters comprise said plurality of transmitters.

means for determining a distribution of terminals for delivery of common content; and

means for varying the operational characteristics of a transmitter responsive to the determined distribution of terminals.

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15. A method using a plurality of transmitters for delivering content to terminals in respective locations comprising determining a distribution of terminals receiving common content and varying a set of operational characteristics of a transmitter responsive to the distribution of terminals.

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16. A terminal for receiving content from a broadcast network having a plurality of transmitters for delivering content to terminals in respective locations each transmitter operating in accordance with a variable set of operational characteristics, the terminal comprising means operable to receive a signal indicative of the operational characteristics of a transmitter whereby the receiving means is operable to receive content delivered in accordance with the signal.

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17. A method of receiving content from a broadcast network having a plurality of transmitters each transmitter operating in accordance with a variable set of operational characteristics, the method comprising receiving a signal indicative of operational characteristics of a transmitter delivery said content and changing reception characteristics in accordance therewith.

25

18. A method as claimed in Claim 17, including the step of consulting a further signal for said reception characteristics required to receive said content.

30

19. A computer program comprising executable code for execution when loaded on a computer, wherein the computer is operable in accordance



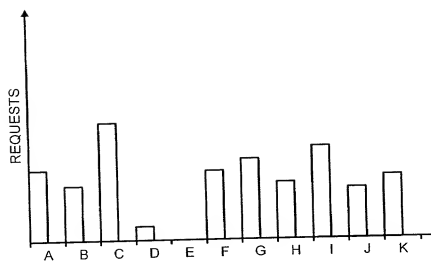


FIG. 4a

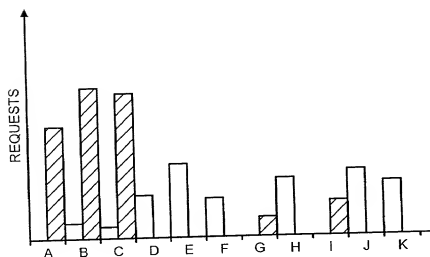


FIG. 4b

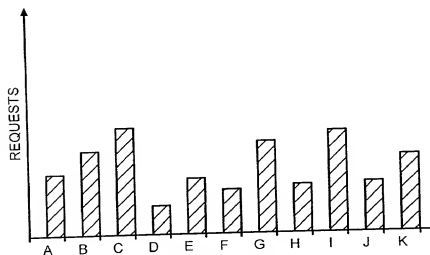


FIG. 4c

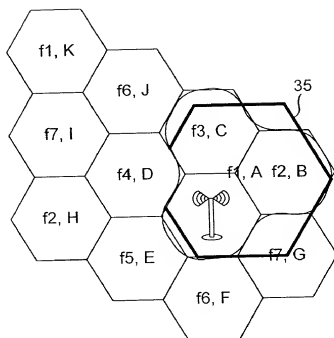


FIG. 5

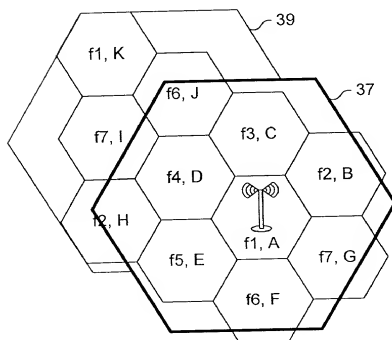


FIG. 6